



HUDDERSFIELD

CRICKET LEAGUE

SOCIAL MEDIA & PUBLICATIONS POLICY

OVERVIEW

Social Media is changing the way we communicate. This policy has been developed to inform the Huddersfield Cricket League (HCL) community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations.

The impact of social media can be extremely positive for Clubs as they promote their activities, but there are real dangers too. Clubs have a big role to play in ensuring their players and officials do not overstep the mark and post any material that is abusive, discriminatory, racist, harassing, threatening, demeaning, defamatory or libellous where it is related to or there is reference to the Huddersfield Cricket League or its business, competitions, teams, participants, events, sponsors, members or reputation.

This policy provides practical guidance allowing all parties to benefit from the use of social media, to promote their Club and its activities while minimising potential risks and protecting those involved. This policy assists to establish a culture of openness, trust and integrity in all online activities related to HCL.

Within the policy are our guidelines for the HCL community to engage in when making statements on social media. The guidelines and sanctions for breaching this policy also apply when publishing on Club websites, producing match programmes, making statements to newspapers, radio and television.

COVERAGE

This policy applies to all persons involved with the activities of the Huddersfield Cricket League. NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to the Huddersfield Cricket League or its business, competitions, teams, participants, events, sponsors, members or reputation.

SCOPE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This policy also covers the production of match programmes, statements on club websites and statements made to newspapers, radio or TV.

This social Media Policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Club websites
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

THIS POLICY IS APPLICABLE TO

- a. An officially designated individual representing HCL on social media, editing the League website, producing publications on its behalf or making statements to newspapers, radio or television.
- b. Anybody posting content on social media on behalf of a Club or as an individual in relation to HCL that might affect HCL, its officials, Clubs, Umpires, scorers, events, sponsors and reputation.
- c. Anybody writing on Club websites, producing publications or making statements to newspapers, radio or television that might affect the HCL, its officials, Clubs, Umpires, scorers, events, sponsors and reputation.

REPRESENT BOTH YOURSELF AND HCL APPROPRIATELY AT ALL TIMES

As a part of the HCL community, you are an extension of the HCL brand and should not post or print content harmful to its competitions, teams, participants, events, sponsors, members or reputation.

BRANDING & INTELLECTUAL PROPERTY OF HUDDERSFIELD CRICKET LEAGUE

You must not use any of the HCL's intellectual property or imagery on your personal social media without prior approval from HCL.

HCL's intellectual property includes but is not limited to:

- Logos
- Imagery which has been posted on the HCL official social media sites or website.
- You must not create either an official or unofficial HCL presence using the organisation's trademarks or name without prior approval from the League.
- You must not imply that you are authorised to speak on behalf of the HCL unless you have been given official authorisation to do so by the League's Chairperson.

POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using the HCL's name or crest in a way that would result in a negative impact for the organisation.
- Posting, sharing, printing or broadcasting any content that is abusive, discriminatory, racist, harassing, threatening, demeaning, defamatory or libellous where it is related to or there is reference to HCL or its business, competitions, teams, participants, events, sponsors, members or reputation.

- Posting, sharing, printing or broadcasting any content that includes insulting, obscene, offensive, provocative or hateful language where it is related to or there is reference to HCL or its business, competitions, teams, participants, events, sponsors, members or reputation.
- Posting, sharing, printing or broadcasting any content, which if said in person during the playing of the game would result in a breach of the rules of the game.

REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to the HCL or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Complaints about the misuse of social media in relation to matters directly involving the HCL or damaging its reputation should be emailed to HCL's General Secretary.

In more serious cases where it is considered necessary, HCL may report a breach of this social media policy to police.

DISCIPLINARY PROCESS

- After receiving a complaint, the Disciplinary Secretary will notify the Club secretary of the involved parties in the alleged breach by email giving full details.
- They will discuss how the matter will be handled and the Club will be given seven days in which to respond to the complaint with details of the actions they have taken or are proposing to take.
- If the Disciplinary Secretary considers the actions taken are insufficient, he will arrange for the case to be heard by a League Panel.
- The Club and/or parties involved will be given seven days' notice of the date and venue. The procedure for the meeting is set out in HCL's procedures for all Hearings.

SANCTIONS

These may include but are not limited to:

- Written warning
- Final warning
- Order to remove offensive material
- A full apology
- Playing suspension
- Suspension from all HCL activities
- Points deduction
- Fines
- Disrepute charge
- Requirement to undergo EDI training

APPEALS

Any person or Club who is sanctioned under a disciplinary process for breach of this policy has a right of appeal.

RELATED POLICIES

- HCL Code of Conduct
- HCL EDI Policy
- ECB Anti-Discrimination Policy
- ECB Safeguarding Policy
- ECB Disciplinary Regulations (GCR)
- Hearings Procedure
- Appeals Procedure

Other legal considerations may be applicable including but not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws,
- Privacy, confidentiality and information security laws
- Anti-discrimination laws

Policy Adopted
March 2022

Next Review
February 2025